

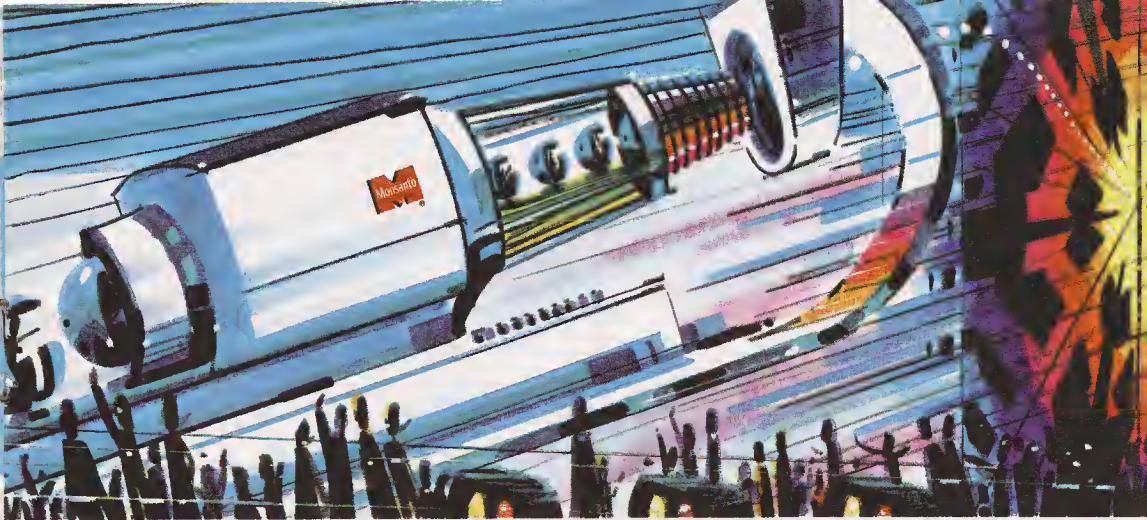
ADVENTURE THRU  
INNER SPACE  
presented by Monsanto

A view of Monsanto Company's attraction **"Adventure Thru Inner Space"** in Disneyland. Located in the newly expanded Tomorrowland, the futuristic building houses a ride through the inner space of a snowflake, in a vehicle called an "Atomobile". The rider feels the unusual illusion of shrinking to the size of the atom.

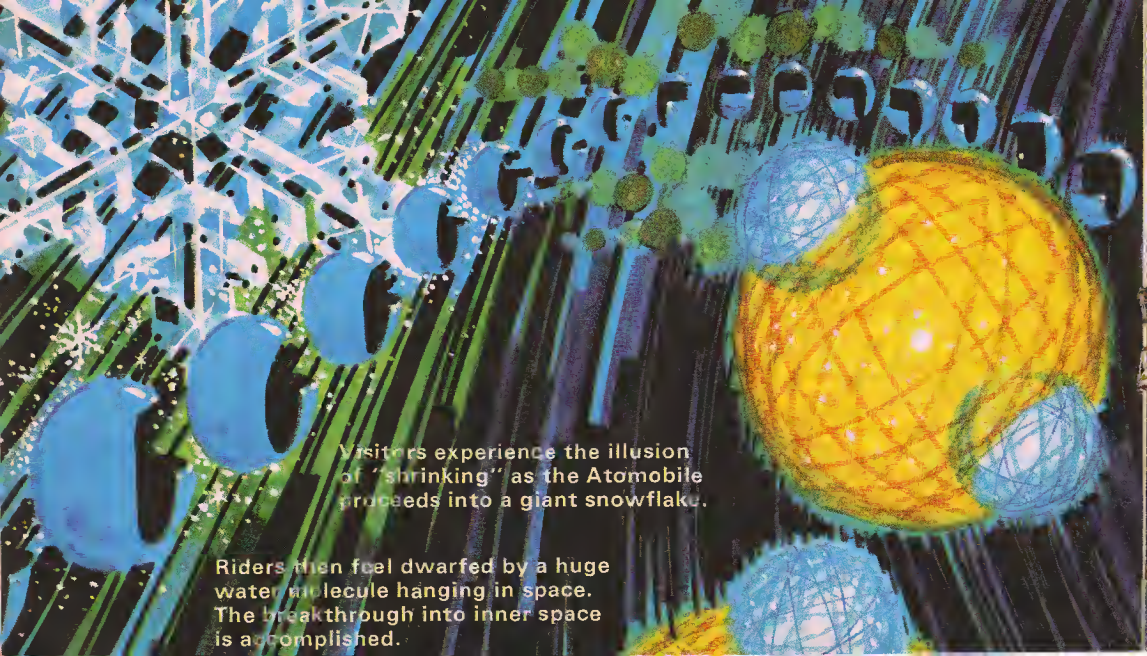


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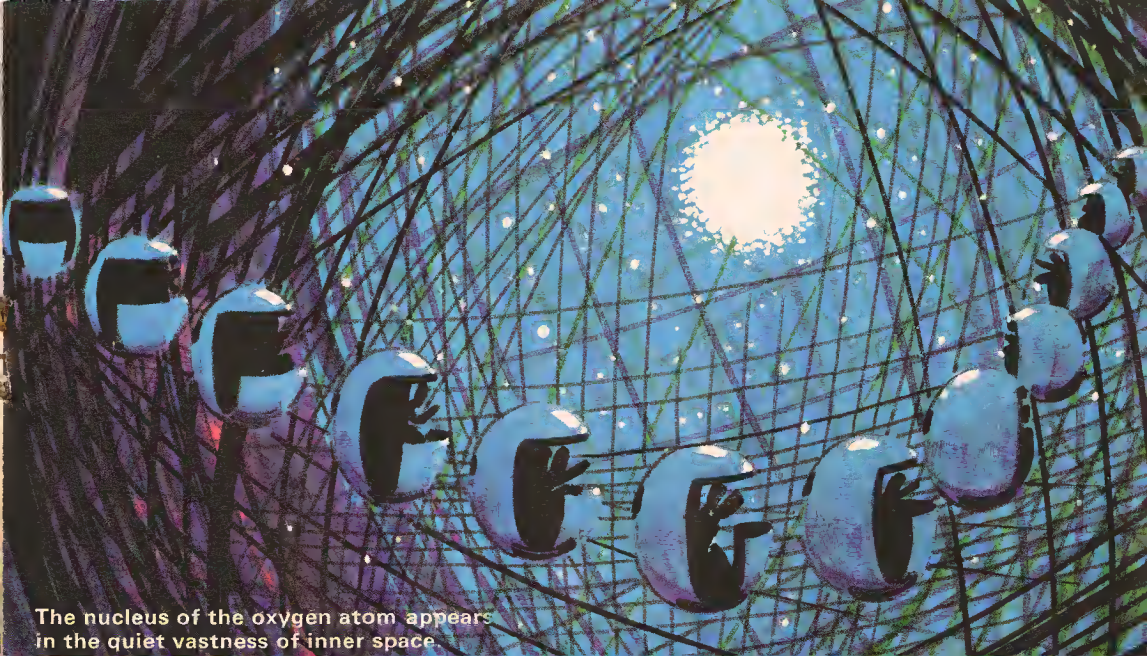
Visitors to Adventure Thru Inner Space board an Atomobile and proceed into the Mighty Microscope for the ride through inner space. Narration accompanied by music written especially for the attraction add to the realism.

The background is a vibrant, abstract composition. It features a series of diagonal black lines that create a sense of depth and movement. Scattered throughout are various spheres: some are bright yellow with a grid-like pattern, others are light blue with a similar pattern, and some are solid blue. There are also smaller, darker blue spheres and some greenish-yellow dots. The overall effect is one of a dynamic, three-dimensional space.


Visitors experience the illusion  
of "shrinking" as the Automobile  
proceeds into a giant snowflake.

Riders then feel dwarfed by a huge  
water molecule hanging in space.  
The breakthrough into inner space  
is accomplished.



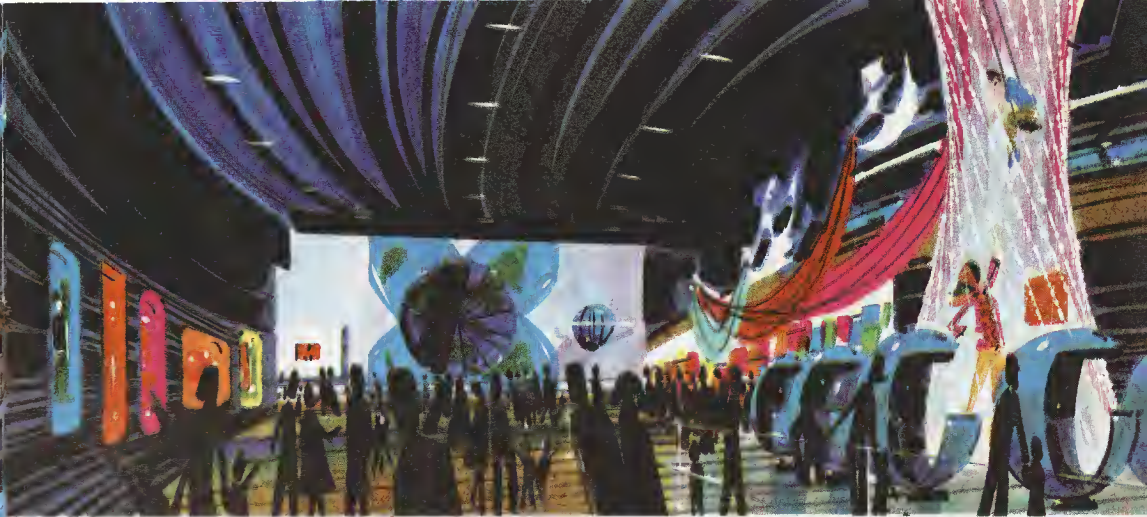


The nucleus of the oxygen atom appears  
in the quiet vastness of inner space.

A composite illustration with a dark, textured background. In the upper right, a large, detailed human eye is shown looking through the eyepiece of a microscope. The microscope's body is visible, extending towards the center. On the left side, a large, intricate white snowflake is depicted. Below and to the right of the snowflake, a series of white droplets of increasing size are shown, representing the melting process. The overall scene suggests a microscopic view of a snowflake's transformation.

Snowflakes begin to melt  
as the visitors are gradually  
"restored" to normal size.

Automobiles pass a giant  
eye looking through the  
Mighty Microscope.

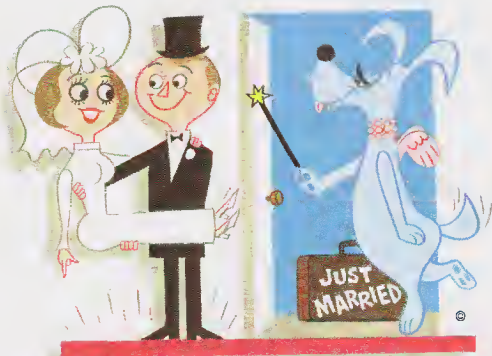


## MIRACLES FROM MOLECULES

The "Adventure Thru Inner Space" terminates in a handsome room displaying Monsanto products, and some products of its many customers. Carpet made with Monsanto Acrilan® acrylic fibers and Cumuloft® nylon fibers plus Wear Dated® clothes are featured.



**AGRICULTURE** Monsanto products help the farmer increase yields of high quality agricultural products. Monsanto's complete product line for the agricultural industry, includes fertilizers, insecticides, herbicides and feed supplements.



**HOME FURNISHINGS** Leading carpet companies use both Monsanto Acrilan® acrylic and Cumuloft® nylon fibers. Monsanto also produces a wide variety of plastics used in upholstery, floor and wall covering, lighting louvers, floor tile.





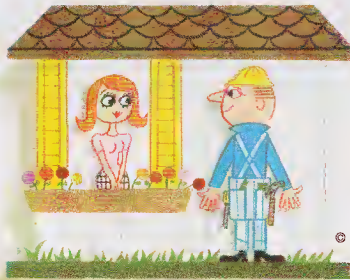
## APPAREL

Monsanto's exclusive Wear Dated® program guarantees garments made with Acrilan® acrylic Blue "C"® nylon or Blue "C"® polyester fibers for one year of normal wear. Full purchase price is refunded by Monsanto if the garment does not perform as specified. Monsanto fibers are used by leading apparel manufacturers in a wide variety of dress, leisure, and sport clothes . . . Monsanto's paper chemicals help make paper dresses more colorful and durable.



## TRANSPORTATION

On land, sea, air and space, Monsanto serves transportation. Rubber chemicals and nylon cord for longer wearing and safer tires . . . fire resistant hydraulic fluids for aircraft and hydrofoil boats . . . cooling fluids for spacecraft . . . laminated safety glass for automobiles.



## CONSTRUCTION

Monsanto products can be found in a wide array of construction applications. Tinted laminated architectural glass for beauty and eye comfort . . . asphalts for road construction . . . asphaltic coatings for rust prevention . . . penta to prevent wood rot and decay . . . ingredients for longer lasting paints . . . fire retardants for paints and construction materials . . . heavy duty floor tile, vinyl siding and guttering, blasting agents for heavy construction.

# FACTS ABOUT MONSANTO

LOCATION: World headquarters at 800 N. Lindbergh Blvd., St. Louis, Mo. 63166, U.S.A.  
FOUNDED: 1901, St. Louis, by John F. Queeny. (Began making saccharin in 1902.)  
PRODUCTS: Chemicals, plastics, petroleum products and man-made fibers.  
TOTAL ASSETS (DECEMBER 31, 1967): \$1,859,015,000  
SALES FOR 1967: \$1,632,357,000  
EMPLOYEES: Worldwide . . . 58,799 U.S.A. . . . 44,664  
PLANTS, LABORATORIES AND SALES OFFICES IN OVER 90 COUNTRIES OF THE FREE WORLD.

*For additional information on the  
company or any of its products write:*

**Monsanto Company**

800 N. Lindbergh Blvd.

St. Louis, Mo. 63166

Attention: Advertising and Market Development Dept., Box D

### The World Clock

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